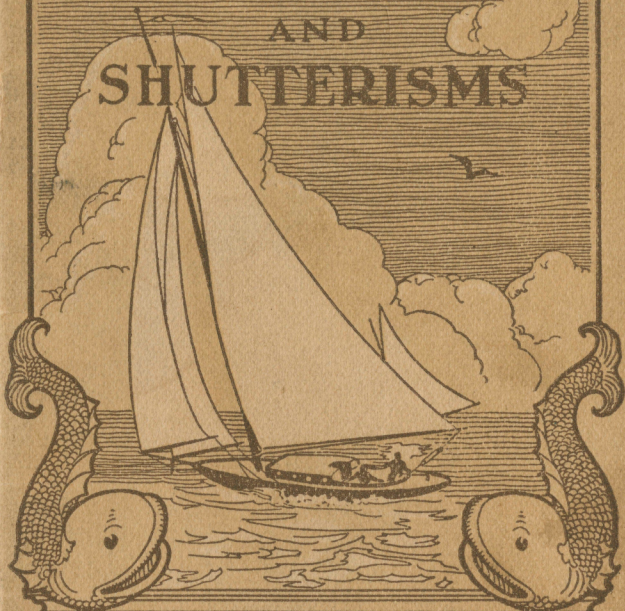


LENSOLOGY AND SHUTTERISMS



WOLLENSAK
OPTICAL COMPANY
ROCHESTER, N.Y.

1917

JULY

AUGUST

VOL. 5, NO. 4

DO
"YOUR"
BIT

⌚ Lensology & Shutterisms ⌚

Published Bi-monthly for and in the interest of Wollensak dealers by the Promotion of Trade Department

Vol. V

July - 1917 - August

No. 4

Here's to Old Glory,
God Bless Her!



O folds of white and scarlet! O blue field with your silver stars! May fond eyes welcome you, willing feet follow you, strong hands defend you, warm hearts cherish you, and dying lips give you their blessing! 'Ours by inheritance, ours by allegiance, ours by affection—long may you float on the free winds of heaven, the emblem of liberty, the hope of the world!—*Anon.*

New Price List on Verito Lens

We call particular attention at this time to the circular enclosed which describes in detail the Verito Lens and the New Verito Diffusing Stops.

You are asked to take special notice of the revised price list showing an advance of \$5.00 on the list prices of the 5 x 7, 6½ x 8½ and 8 x 10 sizes which hereafter will be furnished ready slotted for diffusing stops as regular equipment.

The circular supplements our 1917 catalogue price list and should be retained for constant reference.

Examining Officer—Have you got any scars on you?
Recruit—No Seargent, but I got some cigarettes in my coat pocket.

OOFF!

Flashy Drummer on train—Beg pardon, but is the seat engaged?
Pretty Miss—No sir, but I am.

Shure—said Pat—and I wuz awalking across the bridge and I sees Moike comin and Moike he seen me but begorra when we got up to each other it was nather ov us.

Kansas City --then-- Cedar Point

As the dates of the different conventions have rolled around we have always given special attention to them and have urged through these pages that the dealer talk up conventions to his patrons. If we were to write a long article, it would duplicate what we have said so often in issues of *Lensology and Shutterism* gone by.

Suffice it for us to say now that we are firm believers in conventions as they are conducted these days and believe that our attending them with a complete display of our lenses is a vast help to our dealers in bringing before their customers the merits of the Wollensak line. You will surely see the advisability of your urging all professional photographers with whom you do business to attend the convention in your section.

It will mean increased knowledge on their part in the most up-to-date devices

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fitting them for turning out more and better work. This, of course, means more business for you and the manufacturers. Talk up, therefore, all conventions and just now in particular the Bumper meetings to be held at Kansas City, July 17th to July 21st, Cedar Point, July 31st to August 3rd.

We will be there and hope to greet you.

As Old Cyrus Simpson Used to Say :

"The worst Mistake you can make is trying to hide one.
We measure your Pay by the same Clock with which
we measure your work.

One error of Judgement may mean that you're trying
—but two in the Same Place prove that you're not.

An Honest Blunder demands no Excuse—a Dishonest
Excuse is a blunder that cannot be excused.

We don't give a Rap about your Past until it begins to
interfere with our Future.

A juggler can keep a number of Things going at once,
but he hasn't a Grip on any of 'em.

Things that cost Nothing are priced at their Full Value.
Do not believe everything you hear—the Folks who say
it don't,"



Elihu Root

President Wilson's Choice to Head the American
Mission to Russia.

A scholar, statesman and true American in whom all can place confidence to bring about a perfect understanding between the United States and her ally Russia in this most critical time.

Photo by Harris & Ewing with Velostigmat
Series II F:4.5

Testimonials

Toronto, Ont. Can.

Wollensak Optical Co.,
Rochester, N. Y.

Gentlemen:-

I have been for the past three years a user and great admirer of the Verito Lens and at the present time I possess three of these lenses of various focal length.

Very truly,

Chas. G. Ashley, 1387 Queen St. W.

Chicago, Ill., May 16, 1917.

Wollensak Optical Company,
Rochester, N. Y.

Gentlemen:-

Just in passing I wish to say that the 5 x 7 Series II mounted in Regno Shutter seems to bear out your claim that it is "at least equal to any objective of its type, etc."

What more could mortal man desire?

Yours very truly,

Leonard Westphalen,
4217 Calumet Ave., Chicago, Ill.

Middleburgh, N. Y., April 23, 1917

Mr. J. A. Dawes,
Mgr. Promotion Trade Dept.

Dear Sir:-

I certainly enjoy your book, Lensology and Shutterisms. Many things in every issue worth memorizing.

Very truly yours,

John D. Wheeler

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Please send special literature covering Diffusing Stops I saw advertised in Photo Era and Camera. You may be improving Verito quality but as an old user I don't see how you could. I would not part with my 7" and hope soon to procure a 9".

James C. Baker,
1428 Chestnut St.,
Chester, Pa.

Minneapolis, Minn., April 16th

Please tell me something about the "Diffusing Stops" for use with the "Verito". And you will greatly oblige. (I did not think the Verito could be improved upon.)

Yours truly,
E. D. Hooley

After receiving some very courteous and helpful letters from your "Promotion of Trade" department I bought a Verito lens. The first shot from its F:4 barrel brought down a first prize in American Photography and the picture was hung in the Pittsburg Salon last spring. I am sore on the lens of course. Now I see that you have some Diffusing Stops for enlarging. Please send me description and price, I am,

Yours devotedly,
Charles B. Piper, M. C.



FRANCE

Our President and those representing two of
world to

LET US ALL



ENGLAND

our allies in the gigantic struggle to save the democracy.

"DO OUR BIT"

Deliveries

To our sincere regret it has been impossible for us to make prompt delivery on many orders we have received for the past six months.

Prior to that time we had taken every step possible with our present capacity to avoid a condition where it would be necessary to delay shipment or back order items but the demand for Wollensak Products has so increased that even with the working of our force overtime, our output has not kept abreast with the demand.

We are pleased to announce that we are now taking further steps to insure more prompt deliveries and ask you to bear with us a little longer.

We have not been, neither are we now, out of high grade imported optical glass though we have had inconveniences caused by the unsettled condition of the metal market in this country but the primary cause for unusual delays in making shipments was that the supply fell short of the demand.

There are More Conventions Coming.

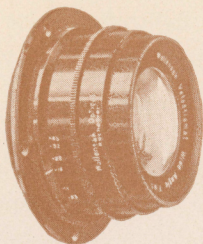
Some of them we know about, some we do not in a sense.

But it will do no harm to look forward for the detailed announcements of the New England Convention to be held in Providence, R. I., September 25th-28th for the New England Boys have always staged a mighty interesting affair.

Then there is a Convention slated for Houston, Texas in the early part of October. We have had a slight inkling of some big stuff planned for that gathering and we sure do feel that the Boys of the Lone Star State will come across with some real eye openers.

Let's all boost for Conventions. Let's all attend if we can and if we do we will all profit.

Series III Velostigmat F:9.5



Many times we pass up opportunities to make lens sales 'tis true and perhaps the lens we are most apt to slight in this regard is the Wide Angle.

Many photographers could add materially to their business if they had a view camera and a wide angle lens and it would require but effort on the dealers part to make him buy such an outfit.

Now suppose we try from now on to place more Series III Velostigmats among your trade

We are ready to assist, you—who is the prospect?

The Salesman's Creed

I believe in the goods I am selling; in the firm I am working for; and in my ability to get results. I believe that honest goods can be sold to honest men by honest methods. I believe in working, not waiting; in laughing, not weeping; in boasting, not knocking; and in the pleasure of selling goods. I believe that a man gets what he goes after; that an order to-day is worth two orders to-morrow, and no man is down and out until he has lost faith in himself. I believe in to-day and the work I am doing; in to-morrow and the work I hope to do, and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship, and honest competition.

I believe there is an order somewhere for every man ready to take one. I believe I'm ready—right now.

—*Edwin Osgood Grover.*

If I Were a German

If I were a German, if I had come to America, the land of freedom to live and enjoy the first fruits of liberty for my children and my wife, to enjoy that opportunity for the development of my individual self; to escape the Prussian (crush-ian) autocratic domineering form of government which I left beyond the ocean and, if after making my home beneath the star and stripes my fatherland was to become embroiled in a huge conflict with other nations of Europe, yea a conflict of such gigantic proportion that it shook the world and threatened the life of many nations, and if the land that I had adopted remained neutral there would still be in my heart a feeling that was pro my native land. If I were an Englishman or a Frenchman or stock from other of the warring nations, my heart would still feel pro my native land. And I would not be natural if it were otherwise, for we are prone to hold to that which we have had and we are sure to have fond memories of those places where we romped as a boy. True I may have adopted a new country, true I may have sworn allegiance to a new flag from loving choice and by no means force, but still there would be a sympathy for

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my fatherland in its struggle with a nation that meant nothing to me except enemy.

So time has dipped its pen in blood and has smeared across the face of the old world this very condition except we must retain the "IF I were" etc.

If I were a German and living in America partaking of its protecting benefits and was giving my sympathy to my native land in a struggle, that did not concern America (now) my country and, if the ravages of war had so pressed my native land that it was forced to resort to methods of warfare that crossed the ideals held by my adopted country, methods that violated the laws of the human heart, which methods in time of peace we would not even practice on a pole cat so that the land of my adoption became involved in the conflict under the banner of Righteousness and in the name of humanity, I would think again on the question of sympathy. I would feel that my rights had been attached, yes my rights now, for had I not adopted these principles and rights as my own, had I not accepted the country that upheld these principles and bled them into its glorious flag with the blood of its past heroes? Was I not now enjoying the protection of American justice, was I not now that individual self, free to think and live a life of equality with all fellow citizens of a great democracy? Had I not reached a plane of social equality of financial independence and was there not now open to me an opportunity to make and

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own my own little home without obligation to lord or landowner? Were not these things all mine, yea in a single generation had I not come into that freedom of living for which my ancestors labored for a thousand years, *but all in vain* under an abominable system of caste? Were not my children receiving their education in public schools of America, was I not earning my living in American money and having my life, family and property protected by American taxpayers? Were not the boys in uniform going to sacrifice their all in all for ME as much as for a natural born American—damn it all, would I not be an American with everything in the world that I owned and enjoyed at the present, the result of my living here? Aye, would I not be a dirty skunk if I lifted my voice against or refused to support this nation to which I owe everything in their war against a power which I was glad to escape even though it be the land of my birth?

Yet I do meet men who refuse to aid the Liberty Loan, the Red Cross, the Y. M. C. A. work among soldiers and every other phase of our war preparations but me thinks that if the conflict reached this side of the water, if trouble threatened their lives or property, they would be the first to cry:—

Where are the soldiers? Why don't the United States protect its people?

Let us each ask ourselves if by word of mouth and by action we are worthy of that protection.

J. A. DAWES

This nation, under God, shall have a new birth of freedom, and that government of the people, by the people, for the people, shall not perish from the earth.—*Lincoln.*

"NOW FELLOWS GO OUT, EVERYONE
OF YOU AND SEND A LITTLE SUN-
SHINE INTO THE WORLD AMONG
YOUR COMPETITORS IN BUSINESS,
BECAUSE BUSINESS WITHOUT
PLEASURE, BUSINESS WITHOUT THE
HUMAN SIDE OF IT, BUSINESS
WITHOUT FRIENDSHIP, YES WITH-
OUT LOVE AND AFFECTION AND
ALL THAT THING, ISN'T WORTH
A 'DAMN' "